



WDAF-TV

REVISED

ORDER

Print Date 09/06/12 Page 1 of 3

Flight Dates 09/06/12-09/10/12

Contract / Revision 573002 /

Product JAY NIXON 4 GOVERNOR

Order Sep 00:15:00

Original Date / Revision
09/06/12 09/06/12

Agency Com 15%
Billing Contact

Estimate #
Alt Order # 09811426

Advertiser Nixon, Jay/D/MO/Governor

1600 Locust Street
Philadelphia, PA 19103

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Agency Campaign Group

Buying Contact

1600 Locust Street
Philadelphia, PA 19103

Sales Office DC-M
Sales Region NAT
Agency Ref

Demographic A35+
Rev Codes SP-POL PLC GEN
Product Codes PL1Eb
Priority 1
Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 76600

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	19150
KCWE	%	0
KMBC	25%	19150
KMCI	%	0
KPXE	%	0
KSHB	25%	19150
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	25	\$16,277.50	\$19,150.00	0.00	08/27/12	09/10/12	25	\$16,277.50	\$19,150.00
Totals	25	\$16,277.50	\$19,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	09/06/12	09/07/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---TF--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					1	\$750.00		0.00			
2	4	09/10/12	09/10/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$750.00		0.00			
3	4	09/06/12	09/07/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---TF--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					1	\$750.00		0.00			

Totals	25	\$19,150.00
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